



Evolving Coal

## **World Coal Association (WCA)**

The WCA represents industry leaders, committed to building a sustainable future for global coal and playing an active role in achieving our worldwide economic and environmental aspirations.

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# GLOBAL INDUSTRY LEADERS

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## One united voice

Our responsibility is to educate our global community about the important role that coal has, does and will continue to play.

By coming together as an industry, we can achieve this.

OUR WORLD

NEEDS COAL

Coal will continue to be a critical part of the global energy mix and key for industries including steel and cement.

With countries around the world having to make energy choices – looking at security, reliability, affordability, supporting growth and being clean – our industry needs to deliver.

We have met innovation challenges before and will do so again.

This is the responsibility of every company across the coal value chain.

By working together, we can advance clean coal technologies and build a sustainable future.

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EVOLVING COAL  
2020-2025  
OUR STRATEGY







To make the case for coal and be part of the clean energy transition, we as an industry need to demonstrate:

Credibility

Collaboration

Commitment

Clean

**THE VOICE**  
OF THE  
GLOBAL COAL  
INDUSTRY

# COMMITTED TO GLOBAL ECONOMIC AND ENVIRONMENTAL PRIORITIES

The WCA has an opportunity to promote the transition to a New Coal setting, representative of and committed to both global economic and environmental priorities. To deliver this, the WCA would be underpinned by the following principles.



## **Purpose**

The global voice committed to advancing clean coal for sustainable economic development.

## **Vision**

Coal is a trusted resource for delivering progress and meeting climate aspirations in our global community.

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ACHIEVING

GLOBAL


**ASPIRATIONS**

# OUTCOMES 2025

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Success will be determined through working towards the achievement of the following outcomes:

1. Lead the conversation demonstrating coal's essential contribution to the world
2. Promote responsible investment in coal and clean coal technologies in developed and developing economies, that delivers the UN Sustainable Development Goals
3. Demonstrate commitment to transitioning to a low emissions future by supporting investments in clean coal technologies
4. Promote government policy that ensures a level playing field where coal is not disadvantaged relative to alternatives
5. Supporting the rights of emerging markets to choose coal
6. Build a sustainable organisation that represents the global coal industry



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